



U.S. Fish & Wildlife Service

# National Conservation Training Center

## Training Announcement

### Social Media, Facebook, and Twitter for FWS Employees Courses

*CLM725a, CLM725b, CLM725c*

#### Course Description

Social Media is a powerful tool that we can use to communicate to, interact with, and empower our public. But how can we use this powerful medium to our best advantage while in the government realm? Well, a great way to start would be to take one or all of our online, self-paced courses. You'll learn from FWS social media experts who work with these platforms and online content every day and want to pass on their knowledge and experience to you.

We have **three online, self-paced training courses: Social Media for FWS Employees, Facebook for FWS Employees, and Twitter for FWS Employees.**

Whether you're already working with social media in the Service or want to begin, these courses contain valuable information and insights that will help you along the way. Each course is divided into modules, and you can view the modules as many times as you want. We recommend that you take the Social Media for FWS Employees course first. Even if you are currently working with social media, this course contains online content policy, rules for using photographs, and Section 508 compliance for videos that you'll want to be aware of. We also recommend that you view the Welcome module within the course as it contains information on how you can get even more online training on social media beyond these three courses. Once you've viewed a course, you can take the online assessment in DOI Learn and earn credit on your transcript and a certificate.



#### Objectives

Upon completion of these courses, you will be able to:

- Understand and follow the FWS Online Content Policy.
- Manage an FWS Facebook page effectively.
- Manage an FWS Twitter account effectively.
- Choose and use the best content for social media.
- Engage and interact with the public through social media.

#### Location

Online

#### Who Should Participate

U.S. Fish & Wildlife Service employees who want to engage our public through social media. Those who are, or want to, manage an FWS Facebook page or Twitter account for their refuge, program, or field station.

#### Length

The courses vary in length from 15 to 90 minutes. Courses are divided into modules so you can find a topic more easily and start and stop at your convenience.

#### Tuition

Tuition for FWS is prepaid.

#### To Register

If you want to earn credit and a certificate, you will need to go into DOI Learn, register for the course, and take its online assessment.

Register online at:

<https://www.doi.gov/doilearn>  
using DOI Learn, the Department of the Interior's Learning Management System.

If you would like to go directly to the course without registering or to reference something in the course later, you can access the courses by clicking the links below.

#### Social Media for FWS Employees (CLM725a)

<http://nctc.fws.gov/courses/CLM/CLM725a/content/resources/index.html>

#### Facebook for FWS Employees (CLM725b)

<http://nctc.fws.gov/courses/CLM/CLM725b/content/resources/index.html>

#### Twitter for FWS Employees (CLM725c)

<http://nctc.fws.gov/courses/CLM/CLM725c/content/resources/index.html>

*“The Service ‘gets’ social.  
Using social media, we can  
empower our public.”*